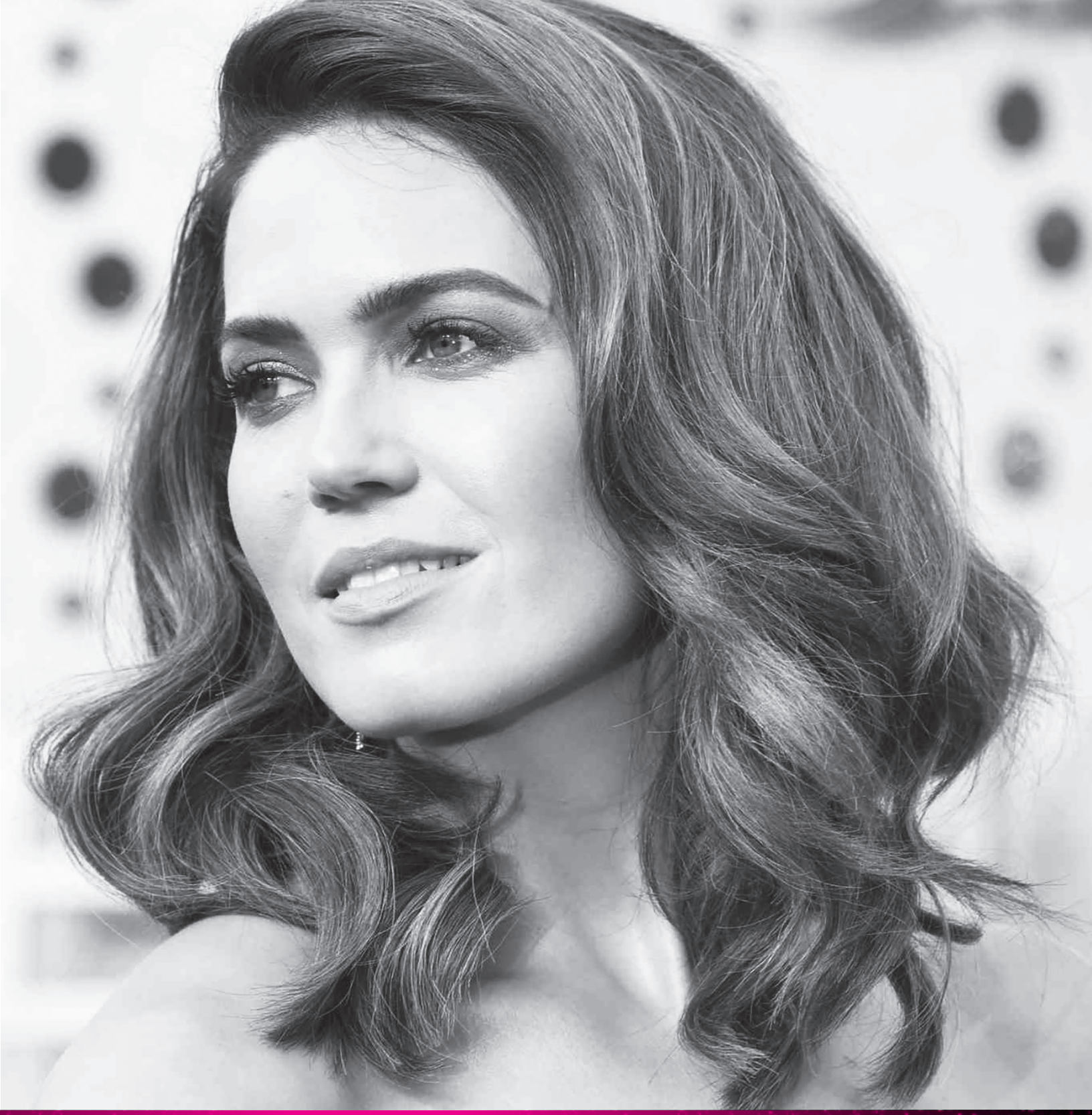

InTouch

2020 MEDIA KIT

InTouch

MISSION STATEMENT

THE FUN SIDE OF HOLLYWOOD

AMI'S NEWSSTAND LEADER/The Most Efficient Audience.

Witty and completely entertaining, *In Touch* is the magazine for the celebrity obsessed reader. With its' strong photo-centric layout and irreverent, lighthearted copy, *In Touch* delivers that week's Hollywood headlines with a lighter twist. Created for the fan-centric reader, *In Touch* unabashedly delivers the fun and lavishness of Hollywood life.

BRAND DISTINCTION

- Highly-visual, highly-edited celebrity content
- The strongest retail point of purchase sales in the category
- The most efficient audience: high MRI audience, low out of pocket
- *InTouch* readers spend twice as much at retail than the readers of other celebrity magazines.

THE AMI ENTERTAINMENT STUDIO ADVANTAGE

- AMI Entertainment Studio offers unique branded content story telling formats that integrate brands and drive engagement.
- Provides scale: Fully-integrated marketing programs span multiple platforms to tap into a larger audience – Digital, Print, Social, Video, Podcasts.
- Access to our network of VIP bloggers and influences.

FOR MORE INFORMATION, CONTACT YOUR *INTOUCH* SALES REPRESENTATIVE OR
NEIL GOLDSTEIN, EVP, CHIEF REVENUE OFFICER, AMI ENTERTAINMENT GROUP AT 212-743-6678; NGOLDSTEIN@AMILINK.COM

READER PROFILE

The "Entertainment Binger": The "All In" Fan

The *In Touch* considers being on top of the entertainment scene part of her identity. An entertainment binger, she goes "all in" when following her favorite, actor, musician, show, or podcast. Real life, stage life or social media persona – this reader wants to know everything about their favorite Celebrity and the shows that matter to them most.

Rate Base: 250,000

Total Audience: 5,089,000

Median Age: 39.2
(One of youngest in category)

Median Household Income: $70,773

Women: 86% Men: 14%

Readers 18-49: 72%

A/B County: 78%

Married: 50% Single: 50%

Have Children: 53%

Pass along readership: 26.35
(One of the highest in category!)

Source: 2019 Spring GfK MRI p+d, AAM Publisher's statement June 2019

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InTouch 2020 EDIT CALENDAR

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
1	01/06/20	12/27/19	11/29/19	12/06/19	New Year, New You
2	01/13/20	01/03/20	12/06/19	12/13/19	All About Accessories
3	01/20/20	01/10/20	12/13/19	12/20/19	Post Golden Globes (1/5/20)
4	01/27/20	01/17/20	12/20/19	12/27/19	Winter Skin
5	02/03/20	01/24/20	12/27/19	01/03/20	Super Bowl Special; SAG Awards
6	02/10/20	01/31/20	01/03/20	01/10/20	Valentine's Day Gift Guide / Post Grammys (1/26/20)
7	02/17/20	02/07/20	01/10/20	01/17/20	Weight-Loss Special
8	02/24/20	02/14/20	01/17/20	01/24/20	Post Oscars (2/9/20)
9	03/02/20	02/21/20	01/24/20	01/31/20	Spring Beauty Forecast
10	03/09/20	02/28/20	01/31/20	02/07/20	Travel Guide For Spring Break
11	03/16/20	03/06/20	02/07/20	02/14/20	Runway Report / Fashion Month
12	03/23/20	03/13/20	02/14/20	02/21/20	Rainy-Day Fashion
13	03/30/20	03/20/20	02/21/20	02/28/20	Drugstore Beauty
14	04/06/20	03/27/20	02/28/20	03/06/20	Spring Hair
15	04/13/20	04/03/20	03/06/20	03/13/20	Scentsational Spring
16	04/20/20	04/10/20	03/13/20	03/20/20	Spring Fashion
17	04/27/20	04/17/20	03/20/20	03/27/20	Spring Nails
18	05/04/20	04/24/20	03/27/20	04/03/20	Celebrity Kids
19	05/11/20	05/01/20	04/03/20	04/10/20	Mother's Day Gift Guide (May 10)
20	05/18/20	05/08/20	04/10/20	04/17/20	At-Home Workouts / Spa Special
21	05/25/20	05/15/20	04/17/20	04/24/20	Hair Care Special
22	06/01/20	05/22/20	04/24/20	05/01/20	Get Ready for Summer (Entertaining)
23	06/08/20	05/29/20	05/01/20	05/08/20	Beach Bodies
24	06/15/20	06/05/20	05/08/20	05/15/20	Summer Beauty Trends
25	06/22/20	06/12/20	05/15/20	05/22/20	Father's Day Gift Guide (June 21)
26	06/29/20	06/19/20	05/22/20	05/29/20	Summer Essentials

All issues will include signature editorial features: Health & Wellness
Monthly features will include a "Beauty Franchise" and "Fashion Franchise"

*NOTE: All editorial themes subject to change. Award Show issue dates subject to change with air date confirmations. All issues are MRI Ad measured and custom modules are available.

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
27	07/06/20	06/26/20	05/29/20	06/05/20	July 4th Special
28	07/13/20	07/03/20	06/05/20	06/12/20	Summer Hair
29	07/20/20	07/10/20	06/12/20	06/19/20	Celebrity Couples
30	07/27/20	07/17/20	06/19/20	06/26/20	Summer Makeovers
31	08/03/20	07/24/20	06/26/20	07/03/20	Rising Young Stars
32	08/10/20	07/31/20	07/03/20	07/10/20	Denim Spectacular
33	08/17/20	08/07/20	07/10/20	07/17/20	Back to School Guide
34	08/24/20	08/14/20	07/17/20	07/24/20	Skin Special
35	08/31/20	08/21/20	07/24/20	07/31/20	Makeover Your Closet
36	09/07/20	08/28/20	07/31/20	08/07/20	Fall TV Preview
37	09/14/20	09/04/20	08/07/20	08/14/20	Fall TV Preview 2 / Fall Footwear
38	09/21/20	09/11/20	08/14/20	08/21/20	Brands That Give Back
39	09/28/20	09/18/20	08/21/20	08/28/20	Fashion Week / Month (Dates TBD)
40	10/05/20	09/25/20	08/28/20	09/04/20	Celeb Beauty Awards (Celeb Faves)
41	10/12/20	10/02/20	09/04/20	09/11/20	Pink Gift Guide: Breast Cancer Awareness
42	10/19/20	10/09/20	09/11/20	09/18/20	Jewelry Trends
43	10/26/20	10/16/20	09/18/20	09/25/20	Sweater Weather
44	11/02/20	10/23/20	09/25/20	10/02/20	Halloween Food & Snacks
45	11/09/20	10/30/20	10/02/20	10/09/20	Cold-Weather Travel Destinations
46	11/16/20	11/06/20	10/09/20	10/16/20	Pet Special
47	11/23/20	11/13/20	10/16/20	10/23/20	Holiday Beauty & Fasion
48	11/30/20	11/20/20	10/23/20	10/30/20	Winter Coat Guide
49	12/07/20	11/27/20	10/30/20	11/06/20	Holiday Gift Guide
50	12/14/20	12/04/20	11/06/20	11/13/20	Last Minute Gift Guide
51	12/21/20	12/11/20	11/13/20	11/20/20	Holiday Entertaining
52	12/28/20	12/18/20	11/20/20	11/27/20	Health Tips for the Holidays

InTouch

RATE CARD

RATE BASE: 250,000

4/COLOR	1X
Full Page	$43,700
2/3 Page	$37,145
1/2 Page	$28,400
1/3 Page	$19,670
1/6 Page	$14,425

BLACK & WHITE	1X
Full Page	$35,755
2/3 Page	$21,990
1/2 Page	$23,235
1/3 Page	$16,090
1/6 Page	$11,805
1/9 Page	$8,940

COVERS	1X
Cover 2	$52,455
Cover 2 spread	$96,155
Cover 3	$48,070
Cover 4	$56,805
Cover Chip	Available upon request

Effective: January 6, 2020
*Rates are gross, non-bleed. Add 15% for bleed ads.
Standard 15% agency commission applies.

FOR MORE INFORMATION, CONTACT YOUR *INTOUCH* SALES REPRESENTATIVE OR
NEIL GOLDSTEIN, EVP, CHIEF REVENUE OFFICER, AMI ENTERTAINMENT GROUP AT 212-743-6678; NGOLDSTEIN@AMILINK.COM

InTouch

PRODUCTION SPECIFICATIONS

AD DIMENSIONS

UNIT SIZE	TRIM	NON-BLEED	BLEED*
Full Page	7.75" x 10.5"	7.25" x 10"	8.0" x 10.75"
2/3 Page (Vert.)	4.875" x 10.5"	4.325" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.875" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.25"	7.25" x 4.875"	8" x 5.375"
1/3 Page (Vert.)	2.5" x 10.5"	2.25" x 10"	2.75" x 10.75"
1/3 Page (Horiz.)	7.75" x 3.5"	7.25" x 3.125"	8" x 3.625"
1/3 Page (Square)	4.875" x 5.125"	4.625" x 4.875"	5.125" x 5.375"
1/6 Page (Vert.)	1.625" x 10.5"	1.125" x 10"	1.875" x 10.75"
1/6 Page (Horiz.)	7.75" x 1.5625"	7.25" x 1.125"	8" x 1.8125"
1/5 Mini Unit	3.375" x 5.125"	2.875" x 4.875"	3.625" x 5.375"
1/4 Page (Vert)	1.875" x 10.5"	1.625" x 10"	2.125" x 10.75"
1/4 Page (Square)	3.75" x 5.125"	3.25" x 4.625"	4" x 5.375"
2 Page Spread**	15.5" x 10.5"	15" x 10"	15.75" x 10.75"**
2/3 Page Spread	15.5 x 7.125	15" x 6.625"	15.75" x 7.25"
1/3 Page Spread**	15.5 x 3.5	15" x 3.5"	15.75"x 3.625"**
1/2 Page Spread**	15.5" x 5.25"	15" x 4.875"	15.75" x 5.375"**
1/10 T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"
Ticker Tape	7.75" x 0.8125"	7.25" x 0.5625"	8" x 1.0625"

MATERIAL SPECIFICATIONS:

BLEED ADS
All ads intended to bleed should have .125" of bleed on all four sides

TRIM SIZE: 7.75" x 10.5"

LIVE AREA: 6.875" x 10"
Columns to a page: 3

GUTTER SAFETY
Headlines: .125" each side of gutter
Body Text: .125" each side of gutter

BINDING METHOD: Saddle Stich

LINE SCREEN: 133 Line Screen

ACCEPTED DIGITAL FILES
PDF-X1A: (vector based, not ripped files)
Must be composite files (all 4 colors on 1 page).
Resolution should be between 200-400 dpi, 300 dpi is preferred. Can be high resolution tiff/eps images, but NO pict or jpeg. Images must be CMYK or grayscale, no RGB files.
Must include all fonts (incl. printer fonts and screen fonts): No True Type or Stylized fonts.

FILE UPLOAD INFORMATION
Upload files to the AMI SendMyAd Portal:
https://americanmediainc.sendmyad.com

PROOF GUIDELINES (OPTIONAL)
Contract proofs must meet SWOP3 standards and include CMYK color bars. Color or black and white laser proofs will only be accepted as content proofs.

1 Proof sent to the production contact below: (OPTIONAL)

American Media, LLC,
4 New York Plaza, 2nd Floor,
New York, NY 10004

PRODUCTION MANAGER INFORMATION:

Zachary Smith
Phone: 212-484-3409
E-mail: zsmith@amilink.com

Fax: 212-743-6610

AD PORTAL:

Please upload ads to
https://americanmediainc.sendmyad.com

Terms & Conditions

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index.

Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad. All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk. Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

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4 New York Plaza, 2nd Floor
New York, NY 10004
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Direct Response Marketing
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Fax: 212-743-6637
lmarte@amilink.com

Midwest:
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